

CORPORATE AND POSTAL BUSINESS LAW SECTION
LAW DEPARTMENT



November 9, 2012

Shoshana M. Grove
Secretary
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268-0001

Re: Docket No. MT2011 - 3

In accordance with Commission Order No. 687, issued March 1, 2011 in Docket No. MT2011-3, the Postal Service presents its data collection report for Quarter 4 of FY 2012 on the market test for Every Door Direct Mail -Retail (EDDM-R). While the Commission approved the addition of Every Door Direct Mail Retail to the Product List in Docket No. MC2012-31 (Order No. 1460), the approved price of 16 cents will not take effect until January 27, 2013.

Thus, the following information is provided pursuant to the Commission's request for EDDM-R data (Order No. 687 at 12-13)

- The total number of customers that used EDDM-R:
 - 29,198 customers used EDDM-R between July 1, 2012 and September 30, 2012.
- The total number of customers that used a different postal product or postal service for marketing in the 90 days prior to mailing EDDM-R:
 - 2,559 customers used a different postal product or postal service for marketing in the 90 days prior to using EDDM-R.
- The total volume of EDDM-R sent, in aggregate and by delivery unit:
 - The aggregate volume of EDDM-R between July 1, 2012 and September 30, 2012 was 173,526,142 pieces. This total includes volumes entered at non-POS ONE locations, but only POS ONE data provide the basis for the other

numbers in this report. The volume of EDDM-R by delivery unit is listed in detail in the workbook filed in conjunction with this report.

- The average size of the mailing:
 - The average mailing size between July 1, 2012 and September 30, 2012 was 1,982 pieces.
- The proportion of total EDDM-R mail entered by day:
 - The proportion of the total EDDM-R mail entered by day between July 1, 2012 and September 30, 2012 is shown in the table below:

Day of the Week	Proportion of Total EDDMR Volume
Monday	18%
Tuesday	21%
Wednesday	21%
Thursday	19%
Friday	16%
Saturday	4%
Total	100%

COMMISSION-REQUESTED DATA

The workbook (filed in conjunction with this report) "PRC EDDMR Report Q4 FY 12.xls" includes the summary and detailed data requested by the Commission, including transactions in aggregate and by delivery unit from July 1, 2012 to September 30, 2012. Delivery Unit identifications are masked with generic identification numbers in the aforementioned file.

- 3 -

Sincerely,

Brandy Osimokun
Attorney